



WOTV – Grand Rapids, MI

Issues Report

First Quarter 2008

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

January – March 2008

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 7:00 A.M.	Saturday and Sunday	7:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 11:00	Saturday and Sunday	11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

“Connecting with Community” is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Tuesday, January 14, 2008
Length: :51
Summary: The Alzheimer's Association is putting on a three part educational series to address issues relating to living with this and related diseases. Topics include getting a diagnosis, taking care of legal and financial issues and navigating the dementia journey.

- 2 Program: 24 Hour News 8 at 6:00pm
Date Aired: Thursday, February 7, 2008
Length: 1:25
Summary: Lots of winter weather means many school districts have had to take more snow days than usual in West Michigan. 24 Hour News 8 explores how the blustery season affects the academic calendar year.

- 3 Program: 24 Hour News 8 at 6:00pm
Date Aired: Friday, February 22, 2008
Length: :25
Summary: West Michigan college students send a message of hope to students at Northern Illinois University following a deadly campus shooting. Hope College in Holland invited students to sign a banner to be presented during a service on campus.

- 4 Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Monday, March 3, 2008
Length: 1:23
Summary: March is National Reading Month and the Schools of Hope program through the Heart of West Michigan United Way is looking for more reading mentors for students in the Grand Rapids Public Schools. We met with Joe and the student he mentors to find out more about the program.

5. Program: 24 Hour News 8 Special "Disconnect: Why Kids Skip School"
Date Aired: Thursday, March 27, 2008
Length: 30:00
Summary: This half-hour special explores why million of students are not in school each day; why kids skip and what adults can do about it. Reasons range from bullying to being boring and solutions may need to come from a personal touch.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 Special "Warning Signs"
Date Aired: Thursday, January 24, 2008
Length: 30:00
Summary: This half-hour special examines depression, anxiety and suicide as they pertain to children and teenagers. Tips on treatment, knowing what to watch for and getting help are revealed.

2. Program: 24 Hour News 8 at 6:00pm
Date Aired: Friday, January 25, 2008
Length: 1:10
Summary: Reporter Jessica Leffler looks into a flu outbreak on the campus of Western Michigan University and the problem of it spreading into the community. Experts give advice on what to do if you fall victim.

3. Program: 24 Hour News 8 at 6:00pm
Date Aired: Wednesday, February 6, 2008
Length: 1:42
Summary: Reporter Patrick Center interviews a four-year-old boy who saved his mother's life when we called 911 following her diabetic collapse at home. Dispatcher describes how important it is to teach children emergency response techniques.

4. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Friday, February 1, 2008
Length: 1:06
Summary: Heart month begins with Go Red For Women day, a day to explore women's health issues with heart attack and stroke being the number one concern. An on line link goes to the go red quiz on line for women to self-evaluate and trim their risk.

5. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Monday and Friday, March 3 and 21, 2008
Length: 1:08; 1:14
Summary: Metro Health Hospital offers a free health education series. The first session is on hip and knee pain and joint replacement. The second includes free health screenings and hands-on demonstrations of their latest surgical tool.

Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: 24 Hour News 8 at Daybreak, Noon, 5:00pm
Date Aired: Monday, January 28, 2008
Length: :30 – 1:10
Summary: Volunteers and supporters of God's Kitchen, a local food pantry and meal program, come out by the thousands to raise funds to keep this program growing. Communications Director Eva Aguirre Cooper profiled the non-profit organization and served soup at the evening event.
2. Program: 24 Hour News 8 at 6pm
Date Aired: Thursday, February 7, 2008
Length: 1:35
Summary: West Michigan residents that depend on the deliveries made by Meals on Wheels are in danger of not getting fed when severe weather hits the area. Viewers jump in to volunteer to help and get the food back on the road to those who need it.
3. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Friday, February 15, 2008
Length: 1:30
Summary: Burmese minors arrive at a West Michigan airport escaping certain harm in their homeland due to religious and ethnic cleansing. A call goes out to families to open their homes and volunteer to take these children in.
4. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Tuesday, February 26, 2008
Length: 1:30
Summary: The American Cancer Society Hope Lodge opens in Grand Rapids. It's a home away from home for adult cancer patients and their caregivers while they are seeking medical treatment in West Michigan. Volunteers are needed to fill many positions.
5. Program: 24 Hour News 8 at Noon,
Date Aired: Thursday, March 20, 2008, Connecting with Community
Length: 1:08
Summary: The Kent County Tax Credit Coalition is a group of trained volunteers who help seniors and low to moderate income families and individuals prepare their income tax returns.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 Daybreak, Noon, 5:00pm, 6:00pm, 11:00pm
Date Aired: January 8 - 11, 2008
Length: 0:40 - 3:00
Summary: 24 Hour News 8 teamed with the Healthy Homes Coalition to provide free screening for lead in toys. We were at two different locations for two days allowing parents to bring in their toddler and infant toys to be tested for lead levels, and giving them info on home safety, too.

3. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Friday, March 14, 2008
Length: 1:05
Summary: With spring right around the corner, the Grand Rapids Power Squadron teams up with a local boat company to put on boating safety classes for kids and families. They meet on consecutive Saturdays leading up to boating season.

2. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Wednesday, March 26, 2008
Length: 1:17
Summary: The Safe Kids Coalition along with area fire departments hosts Car Seat Safety Inspections for free. Drive your vehicle with your child in his or her safety seat and they will walk through safety guidelines with you and make sure your seat complies.

2. Program: 24 Hour News 8 Connect Special: "Screen Addicts"
Date Aired: Thursday, February 21, 2008
Length: 30:00
Summary: This half hour news special looked at kids' and teens' addiction to anything with a screen. It includes tips on how to know how much is too much and how to set limits you and your child can live with.

5. Program: 24 Hour News 8 Daybreak, Noon, 5:00pm, 6:00pm, 11:00pm
Date Aired: March 7 and 8, 2008
Length: :40 - 3:00
Summary: Reporter Joe LaFurgey teamed with Sparta Fire to test ionization and photoelectric smoke detectors side by side and discovered that homes really should be equipped with both. 24 Hour News 8 went one step further and teamed with community partners to distribute 500 free photoelectric detectors from three locations in West Michigan on March 8